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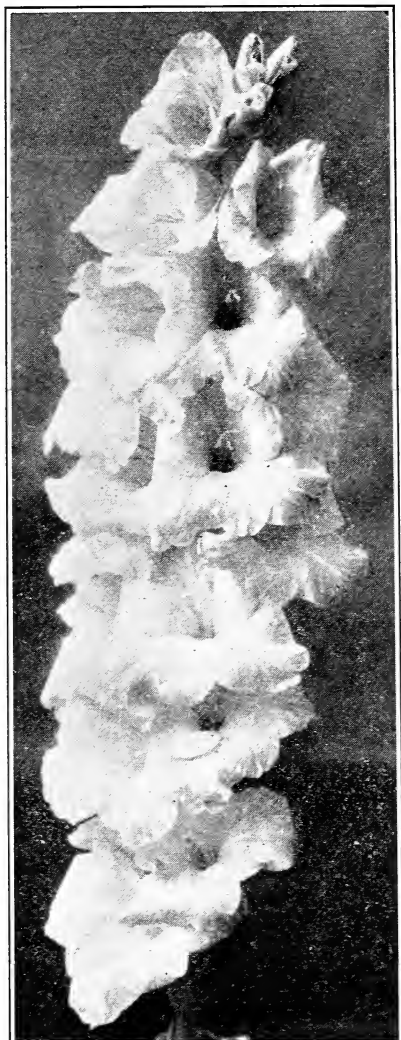
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SONG'S

Gladiolus Bulbs

AT DIGGING TIME PRICES
FALL, 1927



Gladiolus, W. H. Phipps

THE J. D. SONG SEED COMPANY

Boulder, Colorado

The Tail Now Wags the Dog

About seven years ago, I began to include a few gladiolus bulbs in the fall catalogue. My first listing of glads in this way was just a mixture, and one size. Space given to glads was about one-fourth a page. Otherwise the catalogue was similar to other fall editions, which list the "Dutch bulbs" (tulips, hyacinths, etc.) and various roots and plants that do best if set out in the fall.

Each succeeding fall I increased my list of glad bulbs, also offered bulblets of some varieties, all at special "DIGGING TIME PRICES" for shipment as soon as the new crop was dug, cured, cleaned and in good condition to send out.

The idea was, and is, to deliver as much of my glad crop in the fall and early winter as possible. This for several reasons. I and those who help me during the busy seed season have more time to handle the glads in the fall than we have in the spring. This plan spreads the work out so that I can give longer employment to my regular, experienced help. As you know, the seed business is seasonable and, ordinarily, the working force has to be greatly reduced from June to January. So this development of fall selling and delivery of glads is indeed welcomed by myself and my helpers.

But the plan of delivering glads in the fall has developed far beyond my expectations. What's more, my customers themselves have done more than I have to popularize this fall selling plan. And for good reasons.

Even with constantly increasing my storage facilities, I'm always short of room for storing glads over winter. Therefore, I'm mighty glad to make it well worth while for you folks to store them yourselves. So I make special price inducements for fall delivery, and, in addition, am especially liberal in giving extra count or measure.

That my customers are well satisfied is proven by this standing offer from year to year: "If, upon arrival, the shipment is not fully satisfactory and pleasing as to appearance, sizes, liberal count, etc., you are free to return any part or all, and I will refund full price and pay transportation both ways." In five years I've had only several lots returned, and these were due to misunderstandings.

I myself like to buy and have delivered in the fall any new stocks I want for the next season. I want to get them when the getting is good. I'll take the pick of the other grower's crop, the same as I give of my own crop to my fall buyers. Also, I like to have these new stocks under my own care during the winter. I like to know right where to lay hands on them, and see how they are keeping. In fact, I get a thrill just in pawing over the bulbs and bulblets and thinking of their performance in my garden the next summer. Many customers write that they feel the same way about this.

Furthermore, even fall orders may not always be filled in full. Some varieties and sizes sure to run short. But the customer knows before Christmas just what is short, if any, and has ample time to scout around and try to find the rest of his stocks before spring. "Of all sad words of tongue or pen" the saddest (to the glad enthusiast) are these: "We are unable to supply the following—". This especially if the sad words come well along towards spring, when chances are far from good for finding just what is wanted.

To be sure, there will be lots of glads in hands of growers for spring delivery. I myself expect to have a pretty good supply of many kinds and sizes. But the early buyers just naturally stand the best show to get the kinds and sizes wanted.

Now to return to the beginning of this story: Until this year, 1927, the glads were always listed in the back of the fall catalogue. The tulips, etc., received first attention and "preferred position" as the printer or ad man would say.

We still sell lots of tulips, hyacinths, narcissus and other items for fall planting. Have a larger supply this year than ever before, and many of the prices are lower. But our fall sales of glads now far exceed the total sales of all these fall bulbs. Therefore, I'm giving glads, the

bulbs for spring planting, the right of way—the first pages in the fall catalogue. Just another instance of “the tail wagging the dog”, so to speak.

Now, folks, it's going to pay you well to read carefully and fully all I'm telling you about glads and how best to buy them. I'm proud of my splendid list of named varieties.

Of course, I don't want the glads to overshadow the fall bulbs and roots. Never before have I seen such reasonable prices for the high-grade varieties of iris as those I'm offering herein. Then there are the peonies and the “Dutch bulbs” such as tulips, hyacinths, etc. Those Darwin and Cottage tulips are the pick of all moderately priced tulips. I cut out the small early tulips some years ago. The giant Darwin and Cottage kinds are so much larger and more satisfactory.

Read this catalogue forwards or backwards. Read it consecutively or at random here and there. Any way you do this you are bound to get some valuable tips and pointers that will add pleasure and profit to your gardening.

LONG'S “Show Me” Proposition

Please read carefully explanation of the three sizes of bulbs I offer this fall. The sizes, quality and count, are subject to your approval. When you receive your “glad package”, examine every bulb. Check up with catalogue. Count the bulbs and bulblets. If you are not well pleased, just return any part or all of the shipment to me, by parcel post, and I'll refund full price and return postage. Do you suppose I'd send out a package that would likely come back and cost me postage both ways? Not if you know me!

Three Size Glad Bulbs for Fall

Except where otherwise noted, my offers of gladiolus bulbs for fall delivery at special digging time prices are on three sizes of bulbs, also bulblets.

I'll sort or grade the bulbs into three lots, as follows:

LARGE. This size is indicated by “**L**” in connection with prices. The bulbs in “**L**” size will be an inch in diameter or larger. Many will be larger, but none smaller. Will average about 1¼ inch.

MEDIUM. Abbreviated to “**M**” as used with prices. In this lot, “**M**”, the bulbs will run from strong half-inch up to an inch. Will average about No. 4 size (¾ to 1 in.)

SMALL. These “**S**” bulbs are supposed to run under half-inch in diameter, but many will be half-inch, some even five-eighths. Will average about No. 5½ size.

What Size Shall I Buy?

A large bulb usually produces two spikes of blossoms, sometimes three. A medium bulb will produce a splendid spike, and maybe two of them. A small bulb is not certain to bloom, but most small bulbs will bloom nicely, producing somewhat smaller spikes.

So for flowering purposes there isn't so very much difference one way or the other as to relative cost of bulbs and the flowers they produce.

But for increasing stock there is a marked difference. The medium and small bulbs are a much better investment than the large ones, for producing new, vigorous bulbs and many bulblets, provided these are grown from bulblets, as most of mine are.

Any size bulb will produce one new bulb for each spike it sends up, so you get two or more new bulbs from a large bulb, as a rule. But bulbs produced from the smaller bulbs are more vigorous. The small bulbs you plant—that is, the small and medium bulbs, will generally produce a good many more bulblets than will be found on bulbs from the large bulb.

So there you are—pay your money and take your choice! Large, commercial bulb growers do not buy the largest bulbs if they can get the medium or small ones. Even at the same price, I would prefer the medium or small bulbs, if produced from the bulblets planted the previous season. That is, in varieties that I wish to propagate or increase stock of as rapidly as possible.

Prices, Terms, Delivery

Please note that these gladiolus prices are guaranteed for this fall only. Many of these offers will be withdrawn altogether after this fall.

At digging time prices I do not fill a glad order amounting to less than \$1.00. I prefer not less than \$3.00, but will handle orders from \$1.00 up if received in time.

Each item on your fall order, at digging time prices, must amount to not less than 30c.

I pay all postage or express charges and guarantee safe delivery. (Iris at wholesale not prepaid.)

TERMS: Cash with order, or one-fifth cash with order, balance C. O. D. Or send one-fifth with order, and balance any time before we are ready to ship.

More Good News About Fall Prices

As you will note, my prices for gladiolus bulbs and bulblets for fall delivery are most reasonable.

But I might as well tell you a little secret. It is this: I'm preparing copy for this catalogue early in August. Have to do this so the printer can get the catalogue ready for us to mail early in September.

So these glad prices are printed long before the crop has made its full growth. But I never had finer prospects, and am sure I will have so many fine bulbs and bulblets that I can be exceedingly liberal in counting out for your orders.

In other words, if I've guessed wrong and made some prices too low I'll stay with it and fill at those prices so long as my supply lasts. If, on the other hand, any prices might prove a little high, I'll send plenty extra bulbs or bulblets to insure you as good values as I or any other responsible grower will offer during the season. Either way, you can't lose. Anyhow, you're the one who has the last say in the matter, according to my offer. Look 'em over. If not well pleased, return any part or all, at my expense, for full refund.


Therefore, with a few exceptions of very scarce stocks, you are pretty sure to get more than I'm offering for your money. I'd really rather not mention this, but surprise you when you open your package. On the other hand, think you might like to know this in advance.

Some growers don't believe in giving any extra count in filling orders. Without taking space to discuss the matter I'll say that if it's a sin to do this, then I'm sure one sinner, for have always been pretty careless when counting glads to fill orders. My helpers are even worse than I am sometimes. This applies especially to glads and other stocks that I grow myself in large quantities. Somehow, I never seem to miss the extras, if something I grow myself. It's different, of course, if one buys stocks to sell again. Can't be so liberal with such items.

In this connection, I'm going to ask you one favor. If you have any objections to receiving more than you order and pay for, will you please say so plainly on your order. I sure don't want to make anyone mad by sending extra count.

I Myself Was Greatly Surprised

In connection with my offer of glads for fall delivery, I've been telling you each fall that many items would be sold out and not offered in the spring catalogue. I knew this would happen, but was really much surprised when I checked up and found how many items in the fall list could not be supplied in the spring. The other day I went through both my catalogues—the 1926 fall and the 1927 spring—and discovered that the fall list contained more than 160 items in the gladiolus section not found in the spring catalogue. This includes the different sizes of bulbs, also bulblets offered in various quantities. You may still have both catalogues and can verify this report, if you wish. Therefore, it's no bluff whatever, when I suggest that you order liberally this fall, because many kinds and sizes will not be obtainable next spring.

 **All Bulbs and Roots priced prepaid except Iris roots, quoted at the low wholesale prices.**

Some Reasons Why *Long's* Glads Make Good

Any glad grower knows that one of the biggest problems we have is to obtain pure stocks, and keep them pure. Even with the best of equipment and most careful handling, some slight mixtures will appear at times. Just seems like some of the old cheap sorts volunteer and crop out in the better stocks.

Fortunately for my glad customers, my training as a seedsman is a big help to me in keeping my glads pure and unmixed. A good seedsman is as careful as a drug clerk filling a prescription, or ought to be. While an error in filling a seed order might not cause sudden death, yet it could make a difference of hundreds or even thousands of dollars in the resulting crop.

So if there is anything I'm real cranky about it is this matter of keeping stocks as pure as possible. At best we all make some mistakes, and I don't claim to be infallible. But I sure give this important matter my most careful attention. Glads are my hobby, and I spend much of my time in the field at planting time, and all through the blooming season, then again at digging time, and finally in the store rooms where I supervise the cleaning, grading and filling of the orders.

Here at Boulder we have ideal conditions of climate, soil and water to produce good healthy gladiolus stocks. With sunshine nearly every day in the year, and a long growing season, a continuous healthy growth is secured. The dry climate is fine for curing the bulbs when dug.

By rotating my crops, I do not plant glads on same ground more than once in four years or so. Often a crop of alfalfa or white sweet clover is turned under to enrich and sweeten the soil for my glads.

As an additional good health measure, I treat all my planting stock of glad bulbs and bulblets with SEMESAN. If interested in this, write direct to E. I. Du Pont De Nemours & Co., Wilmington, Delaware. Try soaking glad bulblets 7 or 8 days in Semesan solution just before planting them. That is, if shells not cracked. If cracked or peeled, soak in Semesan over night. No harm to soak bulbs 24 to 48 hours in Semesan—a longer time than usually soaked.

And pure soft water, from melting snows way back in the mountains comes at my beck and call, through irrigation ditches and also through many lines of Skinner overhead sprinkling pipes. Any glad grower can appreciate what this means in obtaining an uninterrupted growth.

I'm on the job the year round, except a month or so right after planting is finished and before the glads begin to bloom. This is the one time I am not especially needed around here, so I take a well-earned vacation in June. For two years now I've spent this time out on the Pacific coast, helping judge at the annual glad show in California, visiting friends and hobnobbing with other glad growers there.

I could be away even longer, for I have such splendid help, at the gardens and in the store and office. These folks are all my friends and neighbors, most of them staying on from year to year. They are not here today and gone tomorrow, with no feeling of responsibility. All take a keen interest in handling the bulbs, as well as the seeds, in most careful manner.

To prevent mixing and to facilitate curing and handling of the glads, I have hundreds of trays, size 20 x 36 inches, each with close mesh wire screen bottoms. These trays slide in racks, so that any lot of bulbs can be inspected or handled in a jiffy. Have many larger trays, also, for outdoor use, all with fine screen bottoms.

Finally, my regular organization and equipment for handling the seed business is employed for filling and packing the glad orders. Every convenience in way of trays, drawers, rubber stamps, envelopes, bags, etc., is at our command, so we can sort, select, label, pack and ship the glads most satisfactorily.

I could say still more but have already made this a "Long" story. Thought you might be interested to know some of these details. In fact, you are entitled to know just why my glad stocks should be a good investment for you.

LONG'S Splendid Named Gladioli

Half dozen at dozen rate. For meaning of **L, M, S**, sizes of bulbs see page 3. **Blts.** is abbreviation for bulb-lets, the small hard shell fellows produced around base of bulb. Strictly speaking, bulbs are corms and bulblets cormels, but we will doubtless understand each other better by referring to them by the better known terms, bulbs and bulblets.

BAMBINO. (Bill.) Rose-pink with large heavy Tyrian rose feather. Immense flowers. Stems a little weak. (**L.** ea., 75c; doz., \$7.20.) (**M.** ea., 50c; doz., \$4.80.) (**S.** ea., 30c; ea., 30c; doz., \$2.40.) (**Blts.** 8 for 30c; 30 for \$1.00; 100 for \$2.50.)

BENGAL TIGER. (Pratt.) Mottled red. Odd. (**L.** 4 for 30c; doz., 70c.) (**M.** 8 for 30c; 30 for \$1.00.) (**Blts.** 250 for 30c; 1,200 for \$1.00.)

BENNETT, DR. F. E. (D.) Startling "house afire" red. Large and magnificent. Fine spike. Even small bulbs usually bloom with good tall spikes. A winner. One of the real top notchers. (**L.** ea., 30c; doz., \$3.00.) (**M.** 2 for 35c; doz., \$2.00.) (**S.** 3 for 30c; doz., \$1.00.) (**Blts.** 20 for 30c.)

BOBBY. (K.) Deep rose with red throat blotches. (**L.** ea., \$1.00; doz., \$10.00.) (**M.** ea., 50c; doz., \$5.00.) (**S.** ea., 30c; doz., \$2.40.) (**Blts.** 8 for 30c; 28 for \$1.00; 100 for \$3.00.)

BREAK O'DAY. (Bill.) LaFrance pink, flushed over a cream ground, the pink deepening at edges. Zone of yellow on lower petals. Very early, of good size, and a fast propagator. Small bulbs and even bulblets usually bloom. (**L.** ea., 60c; doz., \$6.00.) (**M.** ea., 30c; doz., \$3.00.) (**S.** 2 for 35c; doz., \$1.80.) (**Blts.** 10 for 30c; 50 for \$1.00.)

BUNCE, ALLEN V. (Bill.) Livid orange-yellow with bright central line of claret. Stock scarce. (**L.** ea., \$1.00; doz., \$9.00.) (**M.** 60c; doz., \$6.00.) (**S.** ea., 30c; doz., \$3.00.) (**Blts.** 7 for 30c; 30 for \$1.00; 100 for \$2.80.)

CARBONE, J. A. (D.) Iridescent orange-salmon. (**L.** 3 for 32c; doz., \$1.00.) (**M.** doz., 60c.) (**S.** 10 for 30c; 40 for \$1.00.) (**Blts.** 125 for 30c.)

CARDINAL PRINCE. (K.) Magnificent self-colored red with good spike. (**L.** ea., \$1.00; doz., \$10.00.) (**M.** ea., 50c; doz., \$5.00.) (**S.** ea., 30c; doz., \$3.00.) (**Blts.** 7 for 30c; 25 for \$1.00.)

CARTER, PATRICIA. (K.) Softest light shrimp-pink. No markings. The most beautiful Primulinus ever offered by the originator, Mr. Kunderd. (**L.** ea., \$6.00.) (**M.** ea., \$3.00.) (**S.** ea., \$2.00.) (**Blts.** ea., 40c; 3 for \$1.00.)

CHRIST, FREDERICK, (D.) Combination of LaFrance pink and yellow, said by the originator to be the most wonderful color combination ever produced in gladiolus. Straight, tall spike with many blossoms open. (**L.** ea., \$30.00.) (**M.** ea., \$20.00.) (**S.** ea., \$10.00.) (**Blts.** ea., \$5.00.)

COMPSON, BETTY. (D.) Phlox pink overlaid with phlox purple. Lower petals Baryta yellow, sprinkled with purple. A beauty. (**L.** ea., \$1.80; doz., \$18.00.) (**M.** ea., \$1.00; doz., \$10.00.) (**S.** ea., 60c; doz., \$6.00.) (**Blts.** 2 for 35c; 6 for \$1.00.)

COPPER BRONZE. (G.) As named. Strikingly unusual. (**L.** ea., \$1.00; doz., \$9.00.) (**M.** ea., 50c; doz., \$4.80.) (**S.** ea., 30c; doz., \$2.40.) (**Blts.** 4 for 30c; 15 for \$1.00.)

CORONADO. (Briggs.) Immense heavy ruffled white, with royal purple lace-like throat. Won first prize for best single spike in the California Glad show. (**L.** ea., \$25.00.) Can spare only a few bulbs. No small bulbs or bulblets this season. No extra count on this.

DES MOINES, MISS. (Decorah.) Pale lilac shading to light Liseran purple towards edges. Throat light Marguerite yellow. The champion seedling at the Midwest Glad show in Des Moines last fall. (**L.** ea., \$25.00.) Only a few to spare. No smaller bulbs or bulblets this season. No extra count on this.

DICKENS, CHAS. (Holland.) Bright radiant purple. Fine form. Tall, straight, strong spike. (**L.** ea., \$1.20; doz., \$12.00.) (**M.** ea., 75c; doz., \$7.20.) (**S.** ea., 50c; doz., \$4.80.) (**Blts.** 4 for 30c; 15 for \$1.00; 100 for \$6.00.)

DIENER, RICHARD. (D.) Geranium pink with yellow center, sprinkled ruby. (L. 2 for 33c; doz., \$1.50.) (M. 3 for 32c; doz., \$1.00.) (S. doz., 60c.) (Blts. 50 for 30c; 250 for \$1.00.)

DOERMANN, MRS. A. B. C. (D.) Venetian pink overlaid with jasper red. Large and fine. Few glads its equal. Prices, per each: (6 for price of 5) No. 1, \$4.00; No. 2, \$3.00; No. 3, \$2.00; No. 4, \$1.50; No. 5, \$1.25; No. 6, \$1.00. Blts. ea., 40c; 3 for \$1.00; 100 for \$25.00.

DOUGLAS, MRS. LEON. (This variety, exhibited by C. L. Pedley of Carlsbad, Calif., won first prize for largest blossom in the California Glad show last May.) (D.) Begonia rose, striped scarlet. Immense spike and gigantic flowers. (L. 3 for 35c; doz., \$1.20.) (M. doz., 66c.) (S. 8 for 30c; 36 for \$1.00.) (Blts. 60 for 30c.)

FARRAR, GERALDINE. (D.) Pale lavender-violet with deep violet spot on lip. (L. ea., \$1.50; doz., \$15.00.) (M. ea., \$1.00; doz., \$10.00.) (S. ea., 60c; doz., \$6.00.) (Blts. 2 for 30c; 8 for \$1.00.)

FORD, HENRY. (D.) Dark velvety purple. Strong grower. (L. 3 for 35c; doz., \$1.20.) (M. doz., 80c.) (S. 9 for 30c; 40 for \$1.00.) (Blts. 125 for 30c.)

FREY, MARY. (Gelser Bros.) Lavender-pink similar to Mrs. F. C. Peters, but deeper and richer color. Exceedingly early for so large and fine a glad. Much earlier than Mrs. Peters. (L. ea., \$15.00.) (M. ea., \$10.00.) (Blts. ea., \$3.00; doz., \$30.00.)

GIANT NYMPH. (Coleman.) Extra large tall light pink. (L. 2 for 30c; doz., \$1.50.) (M. 4 for 30c; doz., 80c.) (S. 8 for 30c; 27 for \$1.00.) (Blts. 50 for 30c.)

GLORIANA. (Betscher.) Fine large salmon. Some call it a glorified Prince of Wales. (L. ea., \$1.00; doz., \$10.00.) (M. ea., 50c; doz., \$4.80.) (S. ea., 35c; doz., \$3.00.) (Blts. 8 for 30c; 33 for \$1.00; 100 for \$2.50.)

GOLD. (Decorah.) Yellow. (L. 3 for 34c; doz., \$1.20.) (M. doz., 66c; 100 for \$4.50.) (Blts. 50 for 30c; 360 for \$1.)

GOLDEN FRILLS. (K.) Deep rich daffodil-yellow Prim with pink (nearly red) lines on lower petals. Intensely and beautifully ruffled. A masterpiece. Seven sizes of Golden Frills bulbs. Prices are, per bulb (6 for the price of 5): No. 1, \$3.00; No. 2, \$2.40; No. 3, \$1.80; No. 4, \$1.40; No. 5, \$1.20; No. 6, \$1.00; No. 7 (scant No. 6, about $\frac{1}{4}$ in.), 80c.) (Blts. 2 for 30c; 8 for \$1.00.)

GOLDEN SALMON. Beautiful ruffled glad of golden yellow with salmon-red blending. (L. ea., 90c; doz., \$9.00.) (M. ea., 50c; doz., \$4.80.) (S. ea., 35c; doz., \$3.60.) (Blts. 3 for 32c; 10 for \$1.00.)

HAMPTON, HOPE. (D.) Strawberry-pink, spotted with peach-red. (L. ea., \$1.50; doz., \$15.00.) (M. ea., \$1.00; doz., \$10.00.) (S. ea., 60c; doz., \$6.00.) (Blts. 7 for \$1.00.)

HANKS, NANCY. (Salbach.) Peach-red to orange-pink. Very unusual and pleasing color. Won an Award of Merit at the big show over in Holland. (L. ea., 50c; doz., \$5.00.) (M. ea., 40c; doz., \$4.00.) (S. ea., 30c; doz., \$2.40.) (Blts. 18 for 30c; 90 for \$1.00; 1,000 for \$9.00.)

HIGHLAND LADDIE. (K.) Large pink of unusual shade. (L. ea., 30c; doz., \$3.00.) (M. 2 for 30c; doz., \$1.20.) (S. doz., 60c.) (Blts. 25 for 30c.)

JEWEL. (Zeestraten.) Tall pink, with yellow throat. (L. 4 for 30c; doz., 80c.) (M. doz., 50c.) (S. 15 for 30c.) (Blts. 160 for 30c.)

JOERG'S WHITE. One of the largest whites to date. (L. ea., 90c; doz., \$9.00.) (M. ea., 50c; doz., \$4.80.) (S. ea., 30c; doz., \$3.00.) (Blts. 4 for 30c; 14 for \$1.00.)

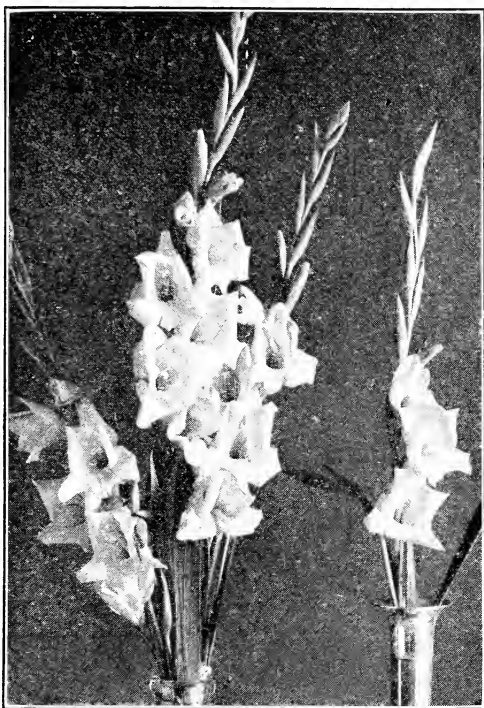
KIRTLAND, EVELYN. (Austin.) Still one of the best pinks. (L. 4 for 31c; doz., 80c.) (M. doz., 60c.) (S. doz., 30c.) (Blts. 200 for 30c.)

KONYNENBURG, MRS. VAN. (Holland.) Similar in color to Geraldine Farrar. Stronger grower. (L. ea., \$5.00; doz., \$50.00.) (M. ea., \$2.50; doz., \$25.00.) (S. ea., \$1.50; doz., \$15.00.) (Blts. ea., 40c; 3 for \$1.00.)

- KUNDERD, MARIE.** Early white, ruffled. (L. 3 for 35c; doz., \$1.20.) (M. doz., 70c.) (S. 8 for 30c; 35 for \$1.00.) (Blts. 50 for 30c.)
- KUNDERD, ROBERT.** (K.) Rich deep red. (L. ea., 30c; doz., \$3.00.) (M. 2 for 30c; doz., \$1.40.) (S. 4 for 33c; doz., 84c.) (Blts. 18 for 30c; 110 for \$1.00.)
- LILAC WONDER.** (Holland.) Lilac-lavender. (L. ea., 30c; doz., \$2.80.) (M. 2 for 30c; doz., \$1.40.) (S. 4 for 30c; doz., 84c.) (Blts. 12 for 30c.)
- LIND, JENNY.** (Decorah.) Pink with yellow throat. (L. 3 for 32c; doz., \$1.00.) (M. doz., 70c.) (Blts. 28 for 30c; 190 for \$1.00.)
- LONGFELLOW.** (Decorah.) A remarkable pink. Spike tall, straight and steel-like, never crooking in hottest sun. Blossoms as near perfectly placed and spaced as can be found. Color most pleasing. Flowers stand up under severe tests of storm and sun. (L. ea., 50c; doz., \$5.00.) (M. ea., 30c; doz., \$3.00.) (S. 2 for 35c; doz., \$2.00.) (Blts. 6 for 30c; 40 for \$1.00.)
- LOS ANGELES.** (Houdyshel.) The famous "Cut and Come Again" glad. Shrimp pink, tinted orange. (L. ea., 30c; doz., \$2.50.) (M. 2 for 30c; doz., \$1.50.) (S. 4 for 30c; doz., 80c.) (Blts. 30 for 30c.)
- MADISON, MISS.** Dainty pink overlaid on white, without markings. (L. ea., 35c; doz., \$3.60.) (M. 2 for 33c; doz., \$1.60.) (S. 4 for 30c; doz., 80c.) (Blts. 16 for 30c.)
- MARY JANE.** (K.) Silvery pink with delicate clear throat. Many open at one time. (M. ea., \$2.50.) (S. ea., \$1.50; doz., \$15.00.) (Blts. ea., 30c; 4 for \$1.00; 100 for \$20.00.)
- MINUET.** (Coleman.) One of the real top-notchers. Fine, tall, well-built strong erect spike with large fine lavender blossoms well-placed and faced. (L. ea., \$3.00; doz., \$30.00.) (M. ea., \$2.00; doz., \$20.00.) (S. ea., \$1.00; doz., \$10.00.) (Blts. ea., 30c; 4 for \$1.00.)
- NIXIE.** (D.) One of Diener's latest and best. Jasper pink spotted with Spectrum red near base. Ruffled. Large. Fine spike. Strong healthy grower. (L. ea., \$1.50; doz., \$15.00.) (M. ea., \$1.00; doz., \$10.00.) (S. ea., 60c; doz., \$6.00.) (Blts. 7 for \$1.00.)
- OPALESCENT.** (Bill.) Rose-lavender with lilac throat. Very vigorous grower. Tall straight spike. Large fine flowers. (L. ea., 30c; doz., \$2.40.) (M. 3 for 35c; doz., \$1.20.) (S. doz., 66c.) (Blts. 30 for 30c.)
- ORANGE QUEEN.** (Holland.) Beautiful copper-orange Prim. of good size. (L. ea., 30c; doz., \$2.40.) (M. 2 for 30c; doz., \$1.20.) (S. doz., 60c.) (Blts. 25 for 30c.)
- ORCHID.** (Sprague.) A decided novelty or new departure in glads. Lavender-pink upon a pale flushed frosted surface. Edges beautifully lacinated and ruffled. Resembles a beautiful orchid, hence the name. (L. ea., \$2.50; doz., \$25.00.) (M. ea., \$1.80; doz., \$18.00.) (Blts. ea., 30c; 4 for \$1.00; 100 for \$22.00.)
- PEARL OF CALIFORNIA.** (Kingsley.) Soft LaFrance pink, blending to rosy white throat. Many immense flowers open at one time. (L. ea., \$5.00; doz., \$50.00.) (M. ea., \$3.50; doz., \$35.00.) (S. ea., \$2.50; doz., \$25.00.) (Blts. ea., 40c; 3 for \$1.00; 100 for \$28.00.)
- FETERS, MRS. F. C.** (Fischer.) Lavender or Orchid-color with dark throat. Fine. (L. 3 for 35c; doz., \$1.20.) (M. doz., 60c.) (S. doz., 30c.) (Blts. 125 for 30c.)
- PHIPPS, MR. W. H.** (D.) Often called "The Wonder Glad". Most marvelous. Frequently displaying 14, 16, 18, 20 and even 22 blossoms at one time. And the blossoms are large and beautiful, of iridescent pink. Phipps stood highest of all glads in a recent symposium or voting contest. (L. ea., 35c; doz., \$3.60.) (M. 2 for 35c; doz., \$2.00.) (S. 4 for 35c; doz., \$1.00.) (Blts. 30 for 30c.)
- PINK WONDER.** (Kemp.) Large light pink. (L. 3 for 30c; doz., 88c.) (M. doz., 60c.) (Blts. 150 for 30c; 1,000 for \$1.00.)
- PRESTGARD, MRS. K.** (Decorah.) Pure snow white. (L. ea., 60c; doz., \$6.00.) (S. ea., 30c; doz., \$3.00.)
- PURPLE GLORY.** (K.) Deep purplish-red. Ruffled. (L. 3 for 35c; doz., \$1.30.) (M. doz., 80c.) (Blts. 50 for 30c; 200 for \$1.00.)

- QUEEN OF THE NIGHT.** (D.) Unusual color. Deep maroon, almost black. (L. ea., \$1.50; doz., \$15.00.) (M. ea., \$1.00; doz., \$10.00.) (S. ea., 50c; doz., \$5.00.) (Blts. 2 for 30c; 7 for \$1.00; 100 for \$10.00.)
- SCARLET WONDER.** (Cowee.) Also known as Groff's Majestic. Immense brilliant red. (L. 3 for 34c; doz., \$1.20.) (M. 4 for 30c; doz., 80c.) (S. doz., 50c.) (Blts. 100 for 30c.)
- SCHWEPPE, MRS. LAURA.** (K.) Peach blossom pink with dark throat. (L. ea., 40c; doz., \$4.00.) (M. ea., 30c; doz., \$2.40.) (S. 2 for 30c; doz., \$1.00.) (Blts. 12 for 30c; 60 for \$1.00; 1,000 for \$12.00.)
- SERRATA.** (Bill.) Cream, suffused lilac-pink. Edges of petals serrated or lacinated. (L. ea., \$1.00; doz., \$10.00.) (M. ea., 60c; doz., \$6.00.) (S. ea., 40c; doz., \$4.00.) (Blts. 2 for 30c; 8 for \$1.00; 100 for \$9.00.)
- SHAYLOR, E. J.** (K.) Ruffled rose-pink. (L. doz., 60c; 100 for \$4.00.) (M. 9 for 30c; 100 for \$2.00.) (Blts. 300 for 30c; 1,000 for 70c.)
- SISSON, MRS. P. W.** (Coleman.) This is the lovely pink glad that won the American Gladiolus Society First-Class Certificate and the Sisson \$100.00 prize. (L. ea., \$3.00; doz., \$30.00.) (M. ea., \$2.00; doz., \$20.00.) (S. ea., \$1.00; doz., \$10.00.) (Blts. ea., 30c; 4 for \$1.00.)
- SOUVENIR.** (Holland.) Fine early Prim. of daffodil yellow color. Too good to be sold so cheap, but increases so fast that prices are now low. (L. 4 for 30c; doz., 80c.) (M. doz., 60c.) (Blts. 200 for 30c; 1,000 for \$1.00.)
- SOVEREIGN.** (Vaughan.) Do not confuse with Souvenir. Entirely different. Violet-purple. Might be called a larger, improved Baron Hulot. Better grower and propagator than Hulot. Larger also. (L. ea., 40c; doz., \$4.00.) (M. ea., 30c; doz., \$2.40.) (S. 3 for 35c; doz., \$1.20.) (Blts. 18 for 30c.)
- STORM KING.** (D.) Roods' violet overlaid with blackish purple. Only medium size. (L. ea., 90c; doz., \$9.00.) (M. ea., 60c; doz., \$6.00.) (S. ea., 40c; doz., \$4.00.) (Blts. 5 for 30c; 22 for \$1.00.)
- SYLVA, CARMEN.** (Decorah.) That splendid pure white with perfect spike. Plenty of open blooms. (L. 4 for 30c; doz., 80c.) (M. doz., 60c.) (Blts. 150 for 30c.)
- TABOR, ELIZABETH.** (Hinkle.) Very early large pink, with carmine throat. (L. 3 for 34c; doz., \$1.20.) (M. doz., 70c.) (S. 29 for \$1.00.) (Blts. 100 for 30c.)
- THEDA.** (Bill.) Shrimp pink with yellow throat. Extra early. Bill says: "Retail florists use it for fancy trade. Garden enthusiasts rave over it." (L. 2 for 36c; doz., \$2.00.) (M. 3 for 37c; doz., \$1.10.) (S. doz., 60c.) (Blts. 50 for 30c.)
- TRIUMPH, PFITZER'S.** Bright salmon-orange with small velvet blotch. Flowers immense in size, many 6 inches or more across. (M. ea., \$2.00; doz., \$20.00.) (S. ea., \$1.00; doz., \$10.00.) (Blts. ea., 30c; 4 for \$1.00.)
- VEILCHENBLAU.** (Pfitzer.) Large violet-blue. Much in demand. Only a limited stock of this in America. (M. ea., \$1.00; doz., \$10.00.) (S. ea., 60c; doz., \$6.00.) (Blts. 2 for 30c; 10 for \$1.00.)
- VICTOR.** (Bill.) Very large ruffled cream flower with ruby central dashes. (L. ea., 75c; doz., \$7.20.) (M. ea., 50c; doz., \$4.80.) (S. ea., 30c; doz., \$3.00.) (Blts. 5 for 30c; 20 for \$1.00; 100 for \$3.30.)
- VIRGINIA.** (K.) Very bright red. (L. 4 for 30c; doz., 84c.) (M. doz., 60c.) (S. 11 for 30c.) (Blts. 200 for 30c.)
- YELLOW WONDER.** (K.) Near buttercup-yellow. Tall, vigorous, early. (L. ea., \$3.00; doz., \$30.00.) (M. ea., \$1.50; doz., \$15.00.) (S. ea., 75c; doz., \$7.20.) (Blts. 2 for 30c; 10 for \$1.00.)
- ZANG, TYCKO.** (Austin.) Very large salmon-pink. Sturdy grower. (L. ea., 40c; doz., \$4.00.) (M. ea., 30c; doz., \$2.50.) (S. 2 for 35c; doz., \$1.60.) (Blts. 20 for 30c; 125 for \$1.00.)
- EXHIBITION MIXED.** Made up of many the better well-known kinds, with some the newer sorts, to add interest and value. (L. doz., 72c; 100 for \$4.80.) (M. doz., 44c; 100 for \$2.80.) (S. doz., 30c; 100 for \$1.90.) (Blts. 150 for 30c; 700 for \$1.00.)

Mrs. Austin's "Gold Eagle" Gladiolus



Originator's description: "The blooms, which are of good size, are a deep, rich, pure yellow. The petals are of good substance, nicely ruffled and very resistant to heat. It is extra early, and the spike 51 to 54 inches tall, always straight, is slender, graceful and easy to handle. It increases well, and the bulblets germinate quickly and bloom quite freely. Quite sure to be a leader in the cut flower trade when stock becomes plentiful."

Since the above was written, Mrs. Austin reports bulblets blooming same date as bulbs, both planted outdoors. She sent me the above illustration of three spikes of Gold Eagle, all from one bulb, and one spike from a bulblet, blooming same time. That's a good story, but I can beat it. I have a number of No. 2 bulbs that have sent up 3 spikes and several that have made 4 good spikes. But I'm not through yet. One bulb produced **five** good spikes. And many of my spikes from bulblets had side spikes or shoots as well. Gold Eagle is certainly extravagant in the matter of handing out spikes of bloom and a liberal increase of bulbs and bulblets. And how the bulblets do grow and make good size bulbs, many more bulblets, as well as send up blooming spikes, all the first season! I would not say that all bulblets will bloom in all localities, but it looks to me most of them will in most sections, if given proper care.

Prices are, per each (6 for the price of 5): No. 1 size, \$3.00; No. 2, \$2.50; No. 3, \$2.00; No. 4, \$1.75; No. 5, \$1.50; No. 6, \$1.25. Large selected bulblets, each, 50c. Jumbo bulblets (about size of No. 6 bulb), ea., \$1.00; 6 for \$5.00.

Special Prices On Some Other Glads

Growers who wish to invest \$25.00 to \$200.00 in some other varieties of glads not listed in this catalogue, please write for prices. I will sell entire stock of certain varieties. Good kinds, but I have too many. Will explain more fully to those who inquire.

One Scrambled Lot of Phipps Glads

Don't ask me how it happened, for I don't know. Anyhow, it's no disgrace, for accidents will happen at times, you know.

But the fact is, I'm the possessor of a good size lot of Phipps stock that is somewhat mixed with Carbone and Bennett. I'd say this stock might run a little better than 80% Phipps. But possibly it will fall short of this.

If I didn't have plenty of glads without this mixed lot I'd keep them and unscramble them myself. But I have so many others that I'm going to turn these loose at fire sale prices. You can grow them on as they are or rogue the stock when it blooms. Suit yourself. All I want is the money, and not much of that, as you will note.

However, I'll go still farther, and make you this proposition: I'll keep your order on file for three years. If you are not satisfied with the deal any time up to October, 1930, let me know, and I'll be more than fair in adjusting to please. Smallest item filled of this mixed Phipps stock, \$2.00.

Large bulbs: doz., \$2.40; 100 for \$16.00. (The large bulbs should all bloom next year. Can be trued up the first season. So prices for the large bulbs are not reduced so much as for the smaller, all of which may not bloom the first year, and will take more time and patience to straighten out.)

Medium bulbs: 30 for \$2.00; 100 for \$6.00. (In some sections not all the medium Phipps bulbs will bloom next year. The Carbones and Bennetts will most likely all bloom, because both are rather early bloomers—earlier than Phipps.)

Small bulbs: 60 for \$2.00; 100 for \$3.00. (Many, possibly all, the Carbones and Bennetts in this size ought to bloom next season. Quite a lot of the Phipps bulbs will also, in most localities. But probably a good many Phipps will not bloom until 1929.)

Bulblets: 1,000 for \$2.00; quart, \$8.00.

Wholesale Prices For Bulblets In Bulk

Prices are, per quart: Pint at $\frac{1}{2}$ the Qt. price. (Bennett, \$24.00), (Carbone, \$7.00), (Douglas, \$8.00), (Ford, \$6.00), (G. Nymph, \$10.00), (Hi. Laddie, \$14.00), (Marie Kunderd, \$12.00), (Lilac Wonder, \$25.00), (Longfellow, \$50.00), (Los Angeles, \$10.00), (Miss Madison, \$25.00), (Opalescent, \$15.00), (Mrs. Peters, \$5.00), (Tabor, \$6.00), (Scarlet Wonder, \$6.00), (Phipps, \$28.00), (T. Zang, \$15.00).

That Second Pacific Coast Trip

My intentions were good enough. I planned to give a detailed account of my last May-June trip to California, where for the second time I helped judge at the California Gladiolus show in Los Angeles. But, as you see, I've talked myself out of space for more than mere mention of several of the high spots.

Needless to say, I had one grand and glorious time. The show was ever so much bigger and better than the splendid one of last year. I seem to have pulled the wool over the eyes of our California glad friends, for they say I'm to be supervisor of judges next year. If this keeps up I'll soon become an adopted, if not a native, son of California.

Officers of the Glad society, exhibitors, visitors—all co-operated splendidly with Mr. C. G. Moore, the genial, resourceful, tireless manager, to put over this grand show.

It was a great treat to visit again the leading California originators of new glads—the Briggs folks, at Encinitas, Salbach at Berkeley, Diener in his new and better location at Oxnard, Edington at Sawtelle, and still others that will be heard from ere long. Everywhere I went the latchstring was out and the door wide open.

Did not get up north this time to see Perrin, Upjohn, Ellis, Rooney, Breck, Kittoe, and the rest of the glad folks in Oregon and Washington. That's a treat for some other time.

The next California Glad show will likely be held the first Friday and Saturday in June. Better make plans right now to be there. It's going to be great, I'll say.

Larger Lots of Gladiolus Bulbs

Definition of Sizes: No. 1 size measures 1½ inch or larger. No. 2 size, 1¼ to 1½ inch. No. 3, 1 in. to 1¼ in. No. 4, ¾ in. to 1 in. No. 5, ½ in. to ¾ in. No. 6, ¼ in. to ½ in. No. 7, scant ¼ inch (see additional explanation following).

All measurements are diameter of bulbs. Usually measured across the bulb, but if a bulb is higher than wide the grower has the privilege of measuring from top to bottom. These sizes and measurements are standard and are used by growers and dealers the world over. Some growers are more liberal than others in grading to the various sizes. So a close comparison of prices and sizes may be misleading in some instances.

The No. 7 size is one my own coinage. While No. 6 size is supposed to run from ¼ in. to ½ in. yet few of us growers take full advantage of this rule. We like to

	No. 1 Per 100	No. 2 Per 100	No. 3 Per 100
Bennett, Dr. F. E.	\$24.00	\$20.00	\$16.00
Break O'Day			\$20.00
Carbone, J. A.	\$7.80	\$6.00	\$4.80
Compson, Betty			
Copper Bronze			
Douglas, Mrs. L.	\$8.00	\$6.60	\$5.40
Farrar, Geraldine			\$90.00
Ford, Henry	\$8.00	\$6.00	\$4.00
Giant Nymph			\$6.60
Gold Eagle	\$150.00	\$125.00	\$100.00
Golden Frills	\$180.00	\$144.00	\$108.00
Golden Salmon			
Hampton, Hope			
Highland Laddie		\$18.00	\$12.00
Jewel			
Kirtland, Evelyn			
Konynenburg, Mrs. V.			\$180.00
Kunderd, Marie			
Lilac Wonder			\$9.00
Longfellow	\$25.00	\$20.00	\$15.00
Los Angeles	\$11.00	\$9.00	\$7.60
Madison, Miss		\$16.00	\$12.00
Minuet		\$150.00	\$120.00
Nixie			\$80.00
Opalescent			\$8.00
Orange Queen		\$8.00	\$6.80
Peters, Mrs. F. C.			\$4.00
Phipps, Mr. W. H.	\$32.00	\$24.00	\$20.00
Scarlet Wonder	\$7.20	\$5.40	\$4.80
Sisson, Mrs. P. W.			\$120.00
Sovereign			\$18.00
Sylva, Carmen			
Tabor, Elizabeth			\$4.00
Theda		\$12.00	\$10.00
Triumph, Pfitzer's			\$150.00
Veilchenblau			\$80.00
Virginia		\$3.00	\$2.60
Yellow Wonder			\$90.00
Zang, Tycko			

and Bulblets at Wholesale Prices

have the smallest of the No. 5's run somewhat better than the $\frac{1}{4}$ inch. Now that leaves a smaller size about as large as a good husky bulblet, or, we might say, an over-size or jumbo bulblet. Yet not a bulblet, because has passed through the stage from bulblet (the hard shell cornel) to that of a real bulb and will grow readily, just like a larger bulb. Very valuable for planting stock. Some may bloom but this size not recommended for blooming.

25 bulbs at the 100 rate. For 1,000 rate on bulbs multiply the 100 rate by nine. 250 bulbs at the 1,000 rate. 500 bulblets at the 1,000 rate. For the 100 rate on bulblets priced at \$5.00 or more per 1,000, divide the 1,000 price by nine. 50 of these higher priced bulblets at the 100 rate. Cheaper bulblets go at the 1,000 rates, except where priced in the general descriptive list.

No. 4 Per 100	No. 5 Per 100	No. 6 Per 100	No. 7 Per 100	Bulblets Per 1,000
\$11.00	\$7.00	\$5.00	\$4.00	\$8.10
\$16.00	\$10.00	\$8.00		\$18.00
\$3.00	\$2.00	\$1.50	\$1.00	\$1.60
\$50.00	\$40.00	\$30.00	\$24.00	\$72.00
\$32.00	\$24.00	\$20.00	\$16.00	\$45.00
\$4.00	\$2.40	\$1.50	\$1.20	\$2.00
\$70.00	\$48.00	\$40.00		\$81.00
\$3.00	\$2.00	\$1.10	\$.80	\$1.50
\$4.00	\$3.00	\$2.00	\$1.50	\$2.50
\$90.00				\$324.00
\$84.00	\$72.00	\$60.00	\$48.00	\$90.00
\$36.00	\$30.00	\$24.00		\$54.00
\$66.00	\$48.00	\$40.00		\$108.00
\$7.60	\$4.80	\$3.40	\$3.00	\$4.00
\$2.00	\$1.50	\$1.00	\$.80	\$.80
\$3.00	\$2.40	\$1.80		\$1.00
\$160.00	\$120.00	\$100.00		\$270.00
\$3.20	\$2.40	\$1.80	\$1.60	\$3.60
\$7.00	\$5.00	\$4.00	\$3.00	\$8.10
\$13.00	\$10.00	\$8.00		\$15.00
\$5.40	\$4.40	\$2.80	\$2.00	\$3.50
\$7.80	\$5.40	\$3.60	\$3.00	\$7.20
\$100.00	\$80.00	\$60.00		\$180.00
\$60.00	\$44.00	\$38.00	\$32.00	\$81.00
\$6.00	\$4.80	\$3.60	\$3.00	\$4.50
\$5.60	\$4.00	\$3.00	\$2.40	\$4.00
\$3.00	\$2.00	\$1.20	\$1.00	\$1.20
\$12.00	\$8.00	\$5.00		\$6.30
\$3.60	\$2.40	\$1.80	\$1.60	\$1.60
\$100.00	\$80.00	\$60.00		\$180.00
\$14.00	\$10.00	\$6.00	\$4.80	\$9.00
\$2.00	\$1.40			\$1.40
\$3.00	\$2.00	\$1.60	\$1.30	\$1.60
\$7.00	\$4.40	\$3.60	\$3.00	\$3.00
\$120.00	\$80.00			\$162.00
\$60.00	\$50.00			\$81.00
\$2.00	\$1.40	\$1.00	\$.80	\$1.00
\$60.00	\$40.00	\$36.00	\$28.00	\$63.00
\$12.50	\$10.00	\$7.50	\$6.00	\$5.00

LONG'S Delightful Double Peonies



Except where noted, prices are for good divisions, with not less than 2 eyes. Many will have 3 or 4 eyes. Some varieties make more eyes than others, and some divide up different from others. It is quite possible for a root with but one eye to be better than one with 3 to 5 eyes. So the number of eyes does not mean a whole lot.

The roots we send you will be just fine for planting and getting started off right. They will be true to name and healthy. All peony roots priced prepaid.

Discount for 10 or more: On an order for 10 to 14 peony roots, alike or assorted, you may deduct 10% from total amount; 15 to 19 at 15% off; 20 or more at 20% discount.

Avalanche. Very large ivory white. Each, \$1.00.

Baroness Schroder. Considered by many the most beautiful peony grown. Delicate flesh changing to white; vigorous grower and free bloomer; immense flowers of great substance, with high chalice-shaped center, lasting a long time when cut. Each, \$1.00.

Claire Dubois. Rich, clear satiny pink with glossy reflex. Each, \$1.00.

Edulis Superba. Earliest pink. Each, 60c.

Elwood Pleas. Light rose or shell pink, shading to a delicate lilac-white; delightfully fragrant. Mrs. Pleas says this is the finest of all her originations. That's a strong recommendation. Each, \$2.50.

Festiva Maxima. Large white, with carmine markings. Each, 60c.

Frances Willard. Blush-white with an occasional touch of carmine, changing to pure white. Very large and fine. Each, \$2.00.

Grover Cleveland. Brilliant bright crimson; large compact flower of fine form. Each, \$1.20.

Jubilee. Gigantic ivory-white. Each, \$3.00.

Karl Rosenfield. Rich velvety crimson. Very large, globular, compact, semi-rose type. Free bloomer and good keeper when cut. A most popular brilliant red peony. Each, 80c. (Can supply good year-old roots of Karl Rosenfield for \$1.80 each.)

Longfellow. Bright crimson, with a cherry tint. A circle of golden stamens surrounds the central mass of petals, while the outer ones are slightly reflexed. Each, \$3.30.

Marie Crousse. Soft salmon-pink, shaded a glossy satiny-lilac. Each, \$1.20.

Martha Bullock. Soft rose-pink. I divided and planted all my stock of Martha Bullock last fall. Not caring to sell any this season, but will supply year-old roots at \$10.00 each if desired. No divisions this fall.

Mary Woodbury Shaylor. Large flowers of semi-rose type with broad, incurved guards of soft shell pink. The center is flesh, shading to creamy yellow at the heart, with golden lights at base of petals reflected from concealed stamens. Midseason. Each, \$10.00.

Mons. Martin Cahuzac. Deep maroon. The darkest of all peonies. Each, \$2.50.

Monsieur Jules Elie. Very large and full; finest glossy flesh pink, deepening at the base of the petals, reflex silvery pink, broad overlapping petals; strong, vigorous grower and free bloomer. One of the finest and most perfectly formed pink peonies in existence. Each, \$1.00.

Octavie Demay. Exceedingly delicate shell-pink, with collar of lighter petals; strong stems; free bloomer; early. One of the most dainty and beautiful sorts. Each, \$1.00.

Officinals Rubra. The ever popular old-time extra early red "piney" that in our locality, and many others, is almost always in bloom for Decoration Day. Each, 90c.

Sarah Bernhardt. Apple-blossom pink, with each petal silver tipped. Each, \$1.60.

Solange. Very unusual type and color. The flower is cup shaped; outer petals delicate lilac waxy white, deepening towards the center with salmon to Havana brown shading. A delightfully different peony that no other variety can supplant in any high-class collection. Each, \$3.00.

Therese. Bright pink of even color; very large, magnificent, fragrant blossoms on stout, erect stems. Considered by many peony experts the finest pink peony in cultivation. Each, \$3.00.

Walter Faxon. Pure light salmon-pink, deepening towards the center, an unusual shade; the nearest approach to coral pink among peonies. Each, \$4.40.

Lily of the Valley

Here's your answer to that question, "What can I plant that will grow and thrive in the shade?"

These roots will be taken up in clumps. They may be planted as taken up and sent to you, or you may pull the clumps apart and plant each root or pip singly. A better way is not to divide the clump into more than half a dozen or so pieces. Then plant these smaller pieces or clumps, each with several roots. Planted singly, the roots require more care to make live. Each clump or even single root will increase and spread so that in several years you will have a solid row or bed. Set the single roots 6 inches apart, the clumps or small bunches a foot or so apart. Plant in September or October.



Plant in September

We sell in lots of not less than \$1.00 worth, prepaid. This may be all in one clump or several smaller bunches, depending on how they come out and pack best. Will be 15 or more individual roots or pips in each dollar lot. 3 of these dollar lots for \$2.75; 6 for \$5.00. All prepaid.

SONG'S Superb Iris



Plant Iris In the Fall

That's the best time, though may be set out in the early spring. But fall is best. That's when I plant mine. That's when all large growers plant.

The earlier you plant your iris in the fall the better root growth for next spring. But don't worry if you can't plant real early. My largest and best field of iris was planted in November.

New Thrills from New Irises

By all means, get a start with some of the newer and improved varieties of iris this fall. Many of the old sorts might well be dug up and discarded to make room for these finer varieties. You will be delighted with such as Lent A. Williamson, Oriflame, Ambassadeur, White Knight, Isolene, the true Black Prince, Iris King, Dream, La Neige, Anna Farr. The two varieties, Kochi and Mrs. Newbronner are among the older and cheaper kinds, but are of such splendid rich colors as to be worthy a place in any garden.

Iris for Decoration Day

In most localities, and most seasons, the iris can be depended on for cutting May 30th.

Unusually Low Iris Prices for Fall, 1927

Call it what you will—good business or just fool luck—but the fact is that my iris, including the newer and finer varieties, have made a wonderful increase. So I can sell the divisions at these special low prices and still make a reasonable profit.

Special Discounts for 10 or More Iris Roots

You may select 10 to 14 iris roots, alike or assorted, any way you prefer, and deduct 10% from the total amount. Select 15 to 19 roots, alike or assorted, and take a discount of 15%.

Select 20 or more and take a discount of 20%.

All iris roots will be labeled with names of varieties, and all will be sent prepaid, except when ordered at the **wholesale** prices.

If you don't care to bother with figuring your discount saving, just send full amount and ask us to send plenty extra roots for the discount coming to you. You may tell us what varieties you like best, so we can send more of them.

Note: Strictly speaking, an iris root is a rhizome, but is usually called a root.

Iris, "Mother of Pearl". I can not supply this variety, but you can get it for \$1.00 from Mr. Lee R. Bonnewitz, Van Wert, Ohio, who doubtless has the largest stock of Mother of Pearl in America. Just send a dollar direct to Mr. Bonnewitz. He will send you a division prepaid.

Splendid Named Varieties

Healthy stock, grown in sunny Colorado, the ideal iris climate. Standard divisions, all guaranteed true to name.

Many Prices Reduced for Fall, 1927

Ambassadeur. A remarkable French variety that will be in the collection of every iris lover. "eventually—why not now"? Standards bronzy violet. Falls rich velvety red-violet. Each, 70c.

Anna Farr. Standards white, lightly bordered pale blue. Falls white with pale blue markings. Large and beautiful. Each, 70c.

Aurea. Both standards and falls clear chrome yellow. Each, 20c.

Black Prince. The true Perry origination. (Not Kochi, often listed as Black Prince.) Standards intense violet-blue. Falls black-purple. Each, 70c.

Bruno. New. Standards bronze, tinted lavender. Falls rich red purple. Large and velvety. Large divisions, each, \$10.00. Small, each, \$6.00.

Dream. Standards and falls both lilac to Chinese violet. Classed as pink, and one of the finest in this color class. A sure enough lovely dream. Each, 70c.

Kochi. (Often called Black Prince.) Both standards and falls rich velvety purple. Early. Each, 20c.

Isolene. Standards lovely rose-pink. Falls purplish old rose with golden throat. Very large and fine. Each, 30c.

Iris King, or "King of Iris". Standards golden yellow. Falls rich velvety maroon, bordered yellow. Superb. Ea., 30c.

La Neige. Pure glistening, waxy white. The standards are carried horizontally, and resemble somewhat those of the Spanish iris. Exquisite. A popular French variety. Each, 30c.

Lent A. Williamson. Very large flower on tall, strong stem. Standards lavender-violet. Falls velvety violet-purple. The whole flower is suffused yellow, more heavily towards the center. A massive iris, vigorous in growth, and a beauty. Each, 50c.

Lord of June. Standards lavender-blue. Falls rich violet-blue. Fine fragrance. Large. Each, 50c.

Mrs. Newbronner. Rich golden "daffodil yellow". Each, 20c.

Oriflame. French variety of outstanding merit. Standards lavender-blue. Falls rich violet-purple. Immense, handsome, sweet scented flowers, with edges daintily waved or crimped like a Spencer sweet pea. Each, 30c.

Pallida Dalmatica. Very tall, strong growing plant. Standards and falls both lavender-blue. Each, 25c.

Prosper Laugier. Deep velvety-crimson, richly veined at the throat. Each, 25c.

Rhenie Nixie. Standards white. Falls violet-blue with white edges. Each, 20c.

Souv. de Mme. Gaudichau. Standards violet-blue. Falls deep velvety black purple. Each, 85c.

Sweet Lavender. Standards pale lavender. Falls lavender-rose. Each, 90c.

White Knight. Standards and falls both absolutely snow-white, without markings, finely formed, delicately sweet scented. The plant is a vigorous grower. Each, 30c.

\$4.44 COLLECTION. One each: Black Prince, Dream, Iris King, Ambassadeur, Oriflame, Isolene, White Knight, Lent A. Williamson, Aurea, Kochi, La Neige, Mrs. Newbronner, Anna Farr. Each labeled. All for \$4.44, prepaid. (No change in assortment.)

\$2.22 COLLECTION. One each: Oriflame, Iris King, Isolene, Aurea, Mrs. Newbronner, Kochi, Lent A. Williamson, La Neige, White Knight. Each labeled. All for \$2.22, prepaid. (No change in the assortment.)

\$1.11 COLLECTION. Seven roots, all different, each labeled, but our selection of varieties. We use the kinds we have the most of and can spare best. Total value not less than \$1.80. Special price, \$1.11, prepaid.

Large Lots of Iris at Wholesale

For dealers, large growers, clubs, or anyone who can use 25 or more iris roots of a variety.

Priced per 100, but 25 or more of a kind will be sold at the 100 rate.

Iris wholesale prices are f. o. b. Boulder, shipment by express. You pay express charges. If, however, you wish iris sent parcel post, add 5 cents for each root for postage. If postage is more, we will pay the difference. If it is less, we will refund the balance to you. Thus you can figure that it will not cost you more than 5 cents each for delivery of the roots bought at wholesale prices. Might be less. Usually it costs still less by express, on a good-size package.

This is your opportunity to plant iris liberally in masses, or borders—along the drive to the garage, for instance. A big bed, or row, all one variety makes a great display.

	Per 100		Per 100
Ambassadeur	\$40.00	Iris King	\$ 7.00
Anna Farr	40.00	Isolene	8.00
Aurea	5.00	La Neige....	8.00
Black Prince	40.00	Lent A. Williamson ..	22.00
Dream	40.00	Oriflame.....	8.00
Kochi	5.00	White Knight	8.00

Terms: Cash with order, or 20% cash, balance c. o. d. In accordance with my usual practice, I will add some extra count, so that the extras will go a long ways towards paying express charges.

IRIS CULTURE SUGGESTIONS: Plant any time in fall or very early in spring. Fall by far the best, account the iris starts growth so early in spring. Iris can't stand wet feet. If soil not well drained, set the iris roots in raised beds or rows, so water will drain off readily. Plant the roots very shallow, barely covering the thick fleshy portion. Press the root or rhizome firmly with foot after planting. "Step on it," and step hard. Water until new root growth is well begun. Little attention needed after that. Don't worry if the long thin roots dry up in shipping. New roots will at once begin to develop from the thick, meaty rhizome or main root. Set roots a foot or more apart. Each small division will make a clump in a few years. Divide clumps and re-set when get quite large or refuse to bloom well. Working a handful of ordinary unslacked lime into soil for each hill is a fine idea. Irises like some lime. It's good for their health, though not always necessary. A light mulch over fall planted iris roots, the first winter, is advisable. Any trash from garden will do. Or, hill up around each root with soil. Be sure to remove early in spring. Keep manure away from iris roots. Don't over water them. Remove and burn dead tops early in spring. Or, burn with quick fire right on the row or bed.

Peony Pointers — Plant Them In the Fall

By all means, plant your peonies in the fall, if possible. Very early spring plantings next best, but many of the better varieties can not be obtained in spring, because we growers sell and plant these newer kinds in fall only. We will not have peony roots to sell next spring, but can supply again next fall.

September and October are the best months for planting peonies, but any time before ground freezes for the winter is O. K.

Peonies usually bloom first season, but size and beauty of blossoms improves from year to year. A small division from a 2 to 4-year-old plant is often better than a larger one from an older plant.

Don't use manure near peony roots or on top of the plants. It may be dug into the soil away from the plant a little, but not in contact. Once planted right, peonies will get along with little attention. Plant in soil very deeply dug and pulverized. Set so the buds or eyes are **not deeper** than 2 inches below level of the ground. Too deep planting is often cause of not blooming. Keep plants watered and cared for during summer after blooming, for otherwise they may not bloom the next spring. Good idea to protect the roots first winter with mound of earth or any trash from garden, or both. **Remove this very early in spring.**

LONG'S Giant Darwin Tulips



68. Baronne de la Tonnaye. Bright rose-pink, margined blush. Doz., 55c; 100 for \$3.80.

69. Clara Butt. Beautiful soft salmon-pink; inside deeper color; a great favorite. Doz., 55c; 100 for \$3.80.

70. Rev. H. Ewbank. Deep lilac, toning at edges to lavender. Lasts well. Most popular of this shade. Doz., 70c; 100 for \$5.00.

75. Farncombe Sanders. Red that is red; fiery rose-scarlet; inside vivid cerise-scarlet; large, broad-petaled flower. Doz., 65c; 100 for \$4.80.

6 at Doz. Rate; 25 at 100 Rate

76. Pride of Haarlem. Darker than Sanders; brilliant rose-carmine, suffused purple. Doz., 55c; 100 for \$3.80.

77. Sultan. Rich maroon-black. Doz., 55c; 100 for \$3.80.

78. White Queen. White, suffused with pink. Doz., 60c; 100 for \$4.00.

LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

61. Yellow. Pure golden yellow. Doz., 55c; 100 for \$3.80.

62. Picotee. (Maiden's Blush.) White, margined pink. Doz., 55c; 100 for \$3.80.

LONG'S Exhibition Mixture

80. A high grade mixture of Giant Darwin tulips with a few of the Cottage kinds added to increase the range of colors. Doz., 50c; 100 for \$3.60.

Some Smaller Bulbs at Lower Prices

Can supply three kinds of these tulips in No. 2 size, running about two-thirds the size of those priced above. Guaranteed to bloom satisfactorily outdoors.

68½. Clara Butt. Doz., 36c; 100 for \$2.70.

75½. Farncombe Sanders. Doz., 42c; 100 for \$3.20.

61½. Yellow Cottage. Doz., 36c; 100 for \$2.70.

Notice: As supply of these No. 2 size bulbs limited, please state whether we shall refund, if sold out, or send the larger bulbs but less of them, for money sent.

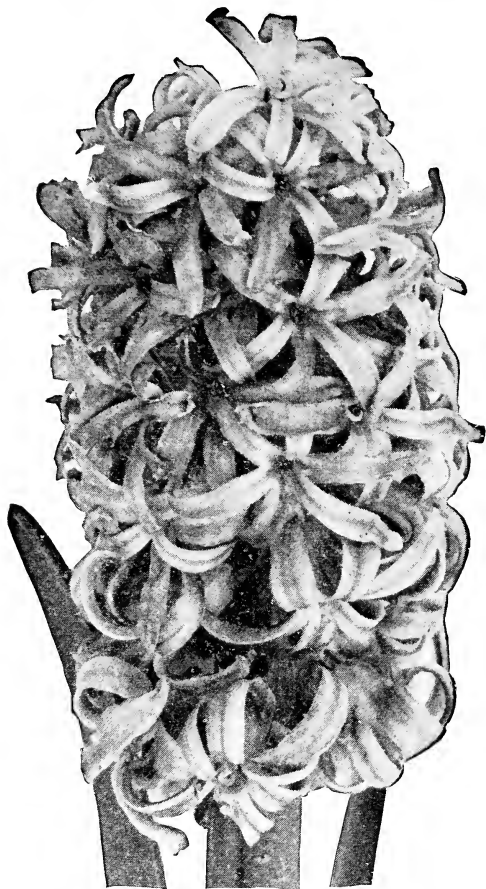
LONG'S Freesia Bulbs

For pot culture. Very beautiful, graceful and delightfully fragrant. Improved Purity strain. (White.) Extra fine large bulbs. Doz., 50c; 25 for 95c.

Culture: Freesias do best if potted in September, left outdoors until danger from frosts, then taken into the house. Place the pots in or near window. Will bloom from January on.



LONG'S Fragrant Hyacinths



Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also. Six choicest named varieties, embracing all the most desirable colors.

1. **L'Innocence.** Best pure white.
2. **Gigantea.** Large blush-pink; fine.
3. **Gertrude.** Splendid rose-pink.
4. **La Victoria.** Best red hyacinth.
5. **Queen of Blues.** Light blue or lavender.
6. **King of Blues.** Rich, deep blue or purple.

Price for any the above, assorted or alike, each kind labeled. Each, 20c; doz., \$2.25. These are the good-sized ones, for potting, or bedding.

Bedding Hyacinths

The same fine named varieties as described above, but smaller size, though plenty large for potting also, and just fine for outdoors. Produce fine spikes, but not so large as the potting bulbs. 11 **White**; 12 **Light Pink**; 13 **Rose Pink**; 14 **Red**; 15 **Light Blue**; 16 **Purple**. Prices: Each, 15c; doz., \$1.50.

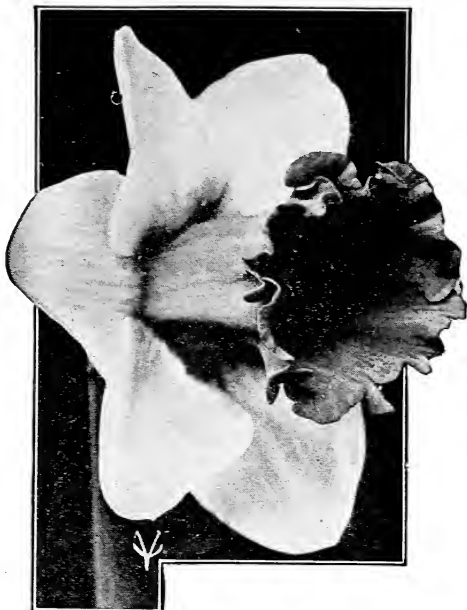
Mixed Hyacinths

Nice bedding size bulbs, in mixed colors. 2 for 25c; doz., \$1.30; 25 for \$2.40.

LONG'S Single Narcissi

King Alfred Giant Narcissus

26. Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. Each, 25c; doz., \$2.80.



All are Good for Either Pots or Garden

20. Empress. The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. Each, 15c; doz., \$1.50.

21. Emperor. Like Empress in size and type, and robust growth, but entire flower is pure, golden yellow. The two make a fine pair. Each, 15c; doz., \$1.50.

22. Golden Spur. Similar to Emperor but somewhat smaller and earlier; deeper yellow. Much used for pots. Each, 15c; doz., \$1.50.

LONG'S Double Narcissus

24. Von Sion. The well-known yellow daffodil much grown in pots by florists. Is hardy in garden also. Blossoms often have a green tint. Each, 15c; doz., \$1.50.

LONG'S Oxalis Bulbs

For indoors. For pots, also hanging baskets. Yellow only (Buttercup), the most satisfactory variety. Doz., 50c; 25 for 90c.

LONG'S "Paper White" Narcissus

Blooms Splendidly In Water

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. Good strong American-grown bulbs. Each, 10c; doz., \$1.00.

LONG'S Crocus Bulbs

Colors yellow, white, purple. Any color. Doz., 40c; 100 for \$3.00. Mixed: Doz., 30c; 100 for \$2.25.

Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue; petals white. Thrives in any state. Strong roots. Every plant bloomed last year. Sure to bloom nicely for you next spring. Each, 40c; 3 for \$1.00; 10 for \$3.00, prepaid.

How to Plant the Fall Bulbs

OUTDOORS

Prepare the Ground Well. Plow or spade it about 8 inches deep. Don't use any manure in the bulb soil, in such a way that the fertilizer comes in direct contact with the bulbs.

Good Idea to Enrich the Ground. Either old or fresh barnyard manure may be used, if you will do this: Use sand or just any garden soil several inches deep in the bottom of the trench before you set the bulbs in trench. Then cover the bulbs with sand or this garden soil. Thus the bulbs are insulated, so to speak, from the manured soil.

When to Plant. Tulips, hyacinths and narcissi may be planted any time from October till ground freezes. October or early November planting best because the bulbs begin to make roots before winter. Also, the longer these bulbs are kept in storage the more they lose some of their vitality. No advantage in planting before October.

Where to Plant. Most any place except in dense shade. Tulips thrive best and grow taller and larger in partial shade—say on east side of house, or even north side. South will do but not so good. Narcissi also like some shade. Hyacinths not very fussy about location.

How to Plant. Easiest and quickest way is to dig out a trench 6 to 8 inches wide. Loosen the soil in bottom of trench. Fill in so the bulbs will be right depth when set in bottom of trench. May plant in single or double rows in trench.

Depth and Distance. Set tulips so the tops of the bulbs will be about 4 inches below level. Hyacinths and narcissi deeper—about 5 or nearly 6 inches. May set deeper in sandy or light soil than in heavy or clayey ground. If soil pretty stiff, better work some sand into it near the bulbs. No set rule for distance apart. Tulips 5 or 6 inches; hyacinths and narcissi 6 to 8. Farther apart if have plenty of room is O. K.

Group or Clump Planting. Delightful effects are secured by planting fall bulbs in clumps or groups of half a dozen or more of a kind or color together, not in formal rows or designs, but just sort of careless like. Placing them along the edges and in front of shrubbery is a splendid plan.

After Bulbs Are Planted. Give the ground a good soaking, then the job is done. Usually no further attention is needed. However, in some sections it is necessary, or at least advisable, to mulch the beds for winter protection. The best plan is to wait and mulch **after the ground is well frozen**. The idea is to keep the frost in and not out. This holds the bulbs somewhat dormant, prevents too early spring growth, and also prevents breaking the roots or exposing the bulbs by alternate freezing and thawing. Any sort of trash, or manure, held in place with brush, cornstalks, tomato vines, poultry wire, etc., is good for this mulch. Remove early in spring.

Care In Spring. See that the fall bulbs get some cultivation and plenty of water. Water well about time they come into bud, to get the large flowers.

After Bulbs Have Bloomed. They may remain in same place for several years. When do not bloom so well, dig up and reset. Tulips and narcissi will have increased a good bit. The old or original bulbs split up and make many smaller bulbs. Usually some large enough each year to bloom, but sometimes not so, and you may fail to get blooms one season but will get them the next. Hyacinths do not increase much. Special treatment of them has to be given by experts in the bulb business to increase the stocks. It is said that this system was discovered in Holland and that a rat gnawing into a bulb made the discovery or led to it. I'll explain this more fully in a leaflet I send with the fall bulb orders. Set the small tulip and narcissus bulbs out and they will come to blooming size in year or two.

When to Lift Bulbs. When you desire to take out your fall bulbs, let them remain in ground until tops nearly dried down. Then take up, store, spread out thin,

(Continued in leaflet sent with each order.)

Only 2 Out of 3 Will Get It

Many folks, including advertising experts, express surprise when they learn how many "Long" customers there are all over the United States and Canada, with a few thrown in for good measure from Europe, Australia and New Zealand. They say they never see many of our ads in magazines or elsewhere. And they don't, for I spend very little money for advertising, outside of our spring and fall catalogues.

I have no trade secrets regarding this matter. Occasionally I get a list of names and pay for them, but turn down most such offers. Get some names and orders from the few ads I run in magazines. But the most names of prospective customers come to me from our own pleased customers. Often a customer will loan a "Long" catalogue to a friend. Many catalogues are passed around until worn out. Why, up in Salida, Colorado, a customer wrote me that her catalogue had gone the rounds and been in every home in that block. She didn't say how many homes in the block. Maybe just hers and another, but I rather got the idea that it is a pretty well filled block. Anyhow, I like to think of that block as thickly settled.

All of which may sound like a lotta applesauce. But I'm getting down to brass tacks now. The fact is, our mailing list has increased by leaps and bounds. I'm sending this fall catalogue to all on the list.

But the spring catalogue, or "LONG'S GARDEN BOOK", as I call it, mailed in January, is a much larger affair. Costs a lot more to make, and mail.

So I shall cut down our present list just about one-third. That means that only 2 out of 3 who get the fall catalogue will receive the spring edition.

The spring Garden Book will be mailed to three sections of our mailing list, as far as the catalogues will reach.

Section "A". This includes all who have ordered from us either spring or fall in 1926 or 1927. This is my "preferred list". If you are on this list you don't need to ask for a catalogue. It will be sent soon as ready next January—"just as soon as the ink is dry".

Section "B". This list takes in all who ask for this 1928 Garden Book. Also, all whose names are sent us by friends, and sent early enough in the year. We have to pass up lots of such requests sent after March.

Section "C". After all in Sections "A" and "B" have been supplied and enough copies reserved to take care of the estimated requests during the spring season, we mail the remainder, if any, to others whose names are on our list, but who have neither ordered nor recently requested a catalogue.

Yes, yes, I hear some of you saying, "Why make such a fuss about this? What if I don't get your old 'Garden Book'? It's just another seed catalogue."

That proves that you have never had or looked through one of Long's spring Garden Books or seed catalogues. It isn't "just another seed catalogue". It's different. Maybe not better than others, but sure different.

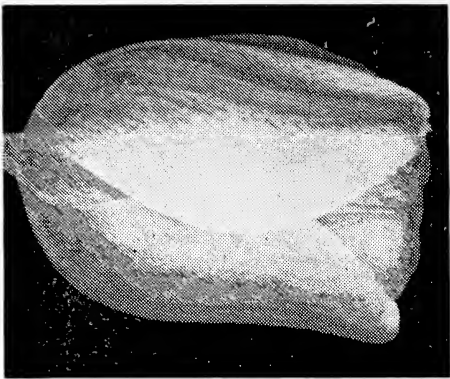
And helpful. Just think of it! Nearly one-third of the spring catalogue or Garden Book is given over to helpful garden talks, entitled, "OVER THE BACK YARD FENCE", meaning these talks are just plain suggestions as one neighbor might talk to another over the garden fence, telling him or her some secrets of success in getting more pleasure and profit from one's garden.

I'd say a lot more about this, but since I write the whole catalogue myself, modesty forbids my speaking too highly of what you will find in the catalogue.

Here's an easy way to get your name in SECTION "B", if I have failed to land an order from you this fall and put you in SECTION "A":

Look at your name and address on the back of this page. If it is correct, just clip it out and mail it to us. Need not say one word. We know what it means. Or, drop a post card with your name and address. That's enough. Miss Wilma Pate, my efficient secretary, is a mind reader. She will see that you get a 1928 Garden Book in January.

Giant Darwin Tulips



From

THE J. D. LONG SEED COMPANY

Boulder, Colorado

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